

# S T O R E F R O N T

FOR ART AND ARCHITECTURE 51 PRINCE ST. NYC. 10012. 431-5795

## TWO STOREFRONT INSTALLATIONS

Requiem or Same Day Dry-Cleaning System

January 11-February 5, 1983

Abram Nitsberg Jim Renvelh  
Alex Kudansky

Gallery Hours: Wed-Sun 1-7 PM

Opening: January 11 Tuesday 6-9 PM

Question and Exclamation

March 3-March 30, 1983

Leonid Sokov


Gallery Hours: Wed-Sun 1-7 PM

Opening: March 3 Thursday 6-9 PM

STOREFRONT for Art and Architecture begins 1983 with TWO STOREFRONT INSTALLATIONS. The installations are to take a special attention to the storefront's spatial configuration and its immediate urban context. The display window, the central element of a storefront, is used as an inter-mediating picture plane between external and internal, in exchange of the traditional plane of 'framed' art. This enables the installations to pursue more immediate relationship with every-day physical environment, and invites further discovery of the installation within the storefront. Both installations are by Russian-born artists now living in New York, and the first show is a collaboration between a painter, a film director, and an architect.

Requiem or Same Day Dry-Cleaning System is an iconic display of famous individuals in world history, and was conceived to re-evaluate their idolization within a profane and contemporary situation. The main element of the installation is a revolving conveyor system, a facsimile of the type used by a commercial dry cleaners. It can be a metaphor of the cyclic nature of history, condensed to a convenient 24 hour service. On this conveyor hangs cardboard blue jeans of these requiem notables, perhaps intended to intersperse them with the mass humanity of our modern world. The conveyor system is supported by structures reminiscent of the inventive nature of a primitive industrial age, illustrating the efficient servitude of the mass humanity. For further subjective interpretations, we recommend you to visit STOREFRONT for Art and Architecture.

\* Question and Exclamation by Leonid Sokov, the second installation, will be covered in a separate press.



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51 PRINCE STREET FOR ART AND ARCHITECTURE AT LAFAYETTE 431 5795

# 2 STOREFRONT INSTALLATIONS

TUESDAY 6 - 9 PM

????????????????

OPENING: JAN 11

QUESTION AND

WED - 1 - 7 PM

EXCLAMATION BY

GALLERY: SMITH

LEONID SOKOV

JAN 11 - FEB 2 88

MARCH 3 - 30 1983

W / KONG D. PARK

GALLERY HOURS:

ABRAM GREENSTEIN

WED - SUN 1 - 7 PM

SKY LINE

OPENING: MARCH 3

WELLS A. RADUN

THURSDAY 6 - 9 PM

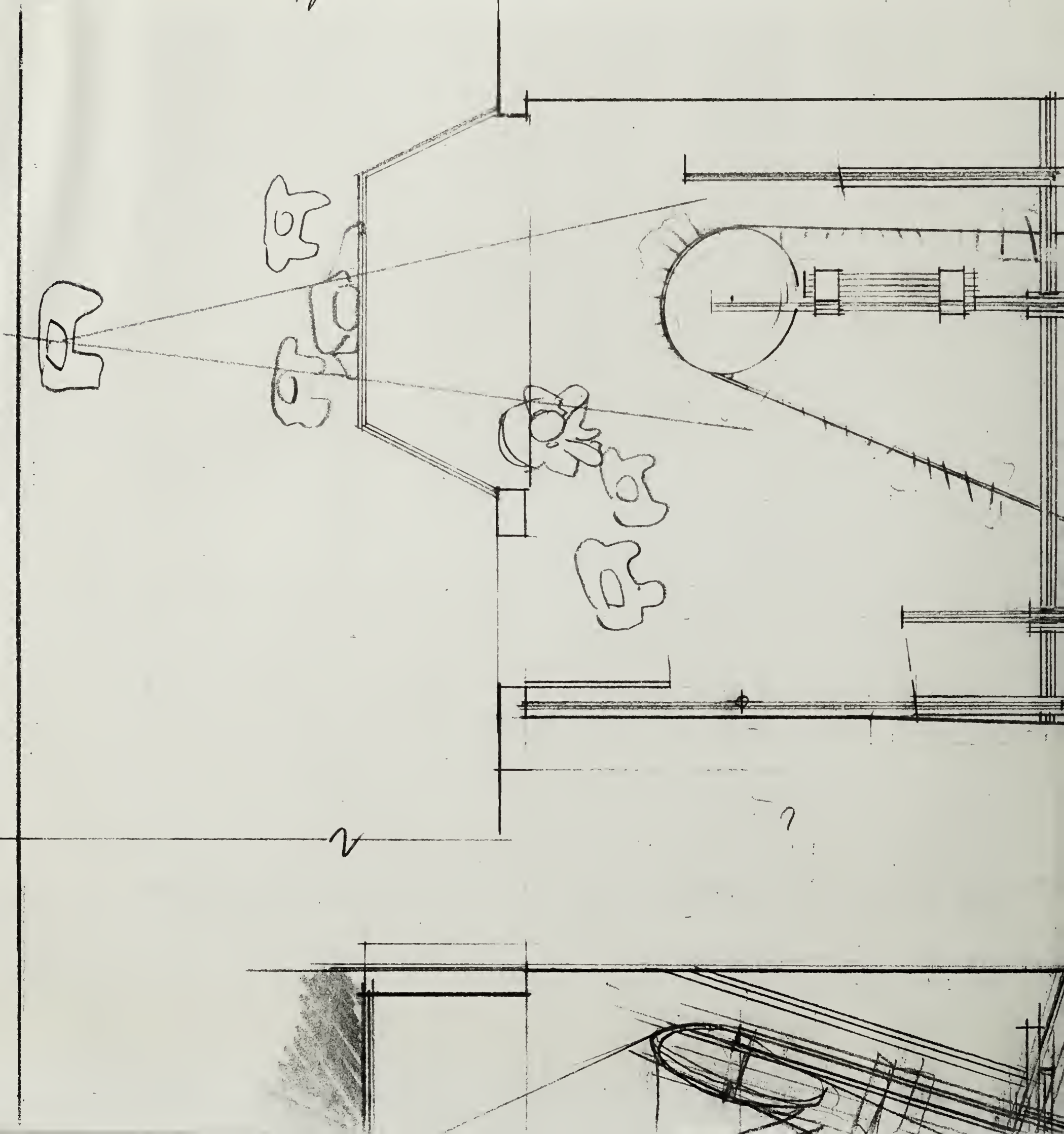
DAY AND CLEANING

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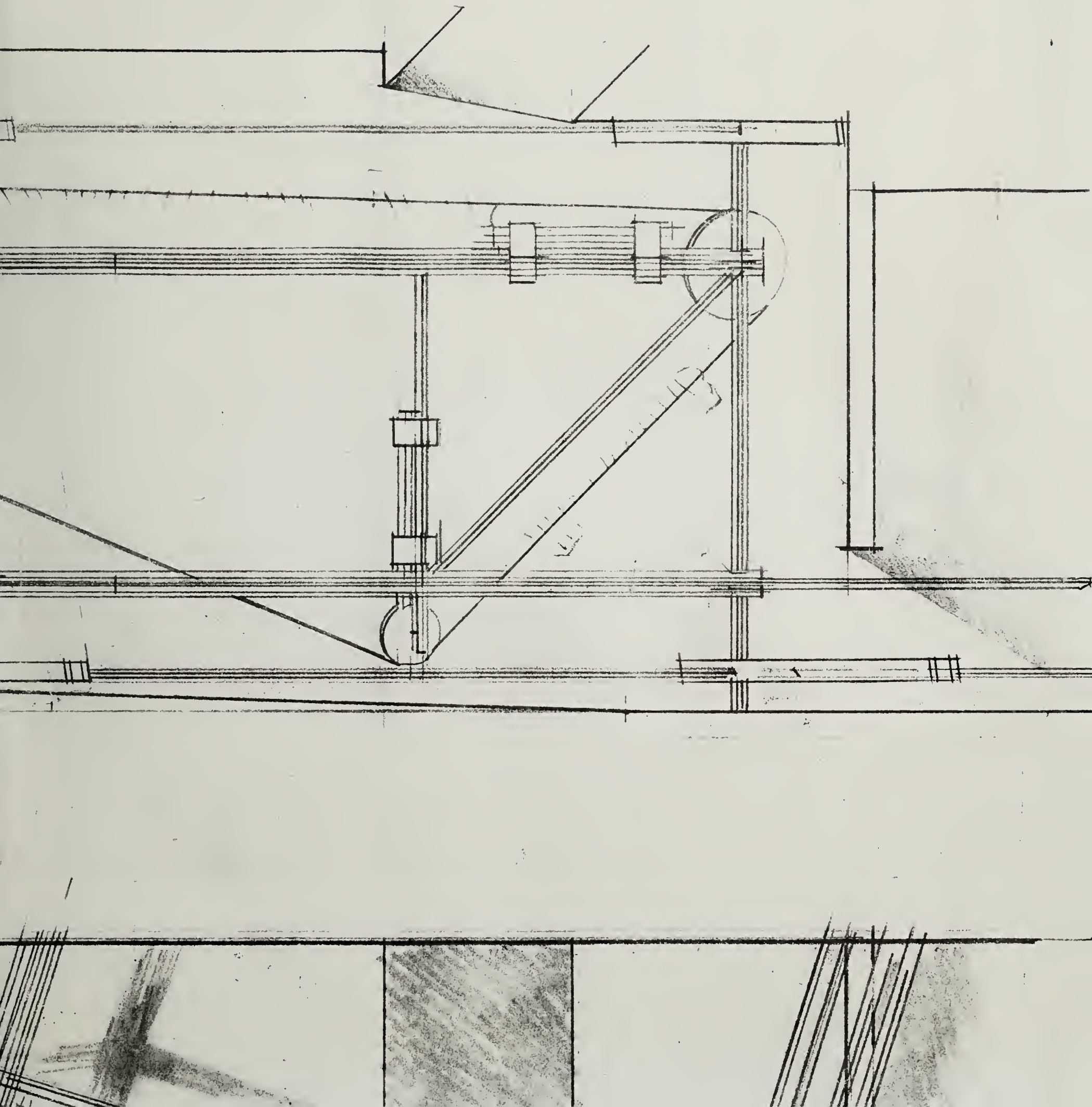
REQUIREMENT OR SAME

51 PRINCE STREET STOREFRONT FOR ART AND ARCHITECTURE AT LAFAYETTE 431 5795

# 2 STOREFRONT INSTALLATIONS

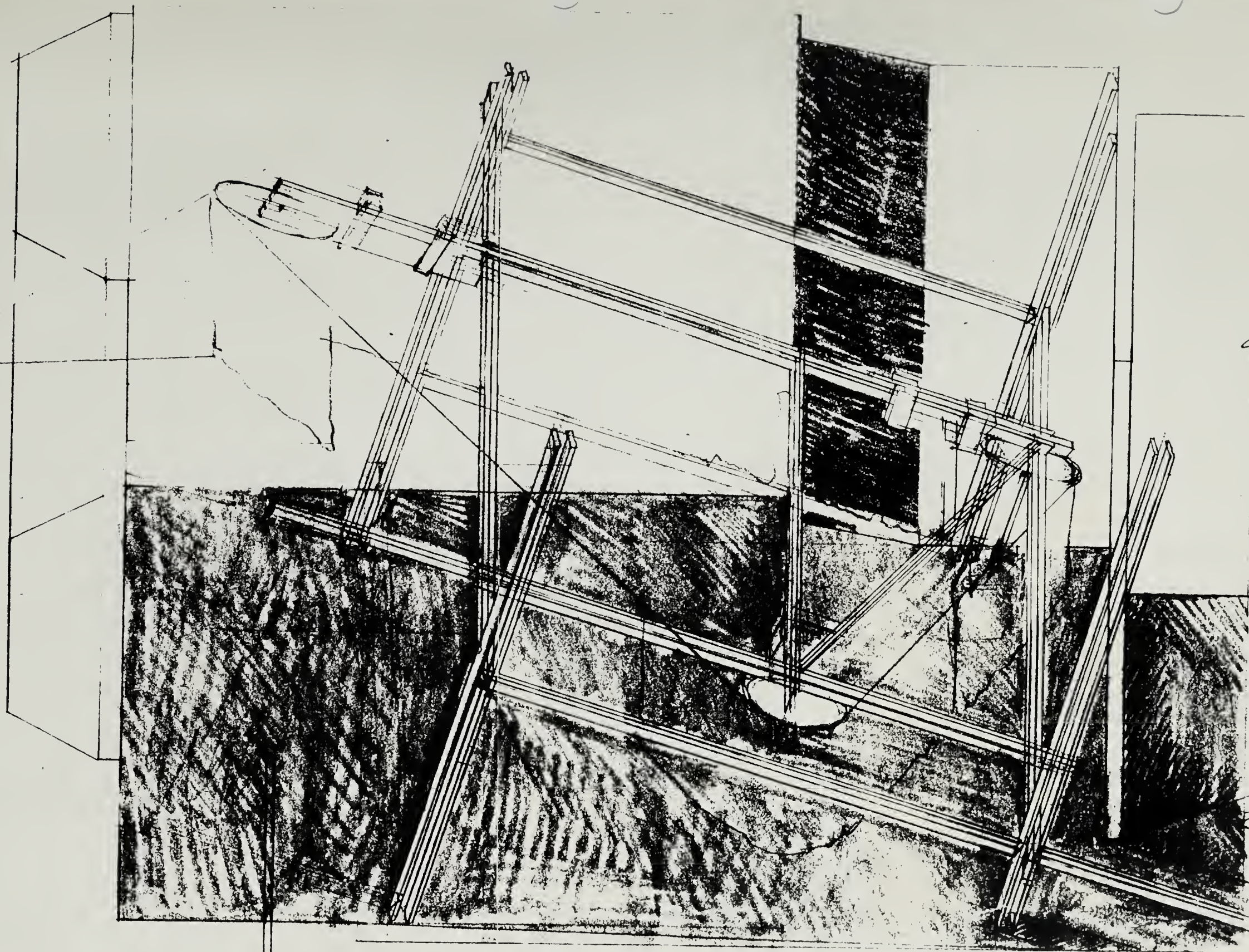










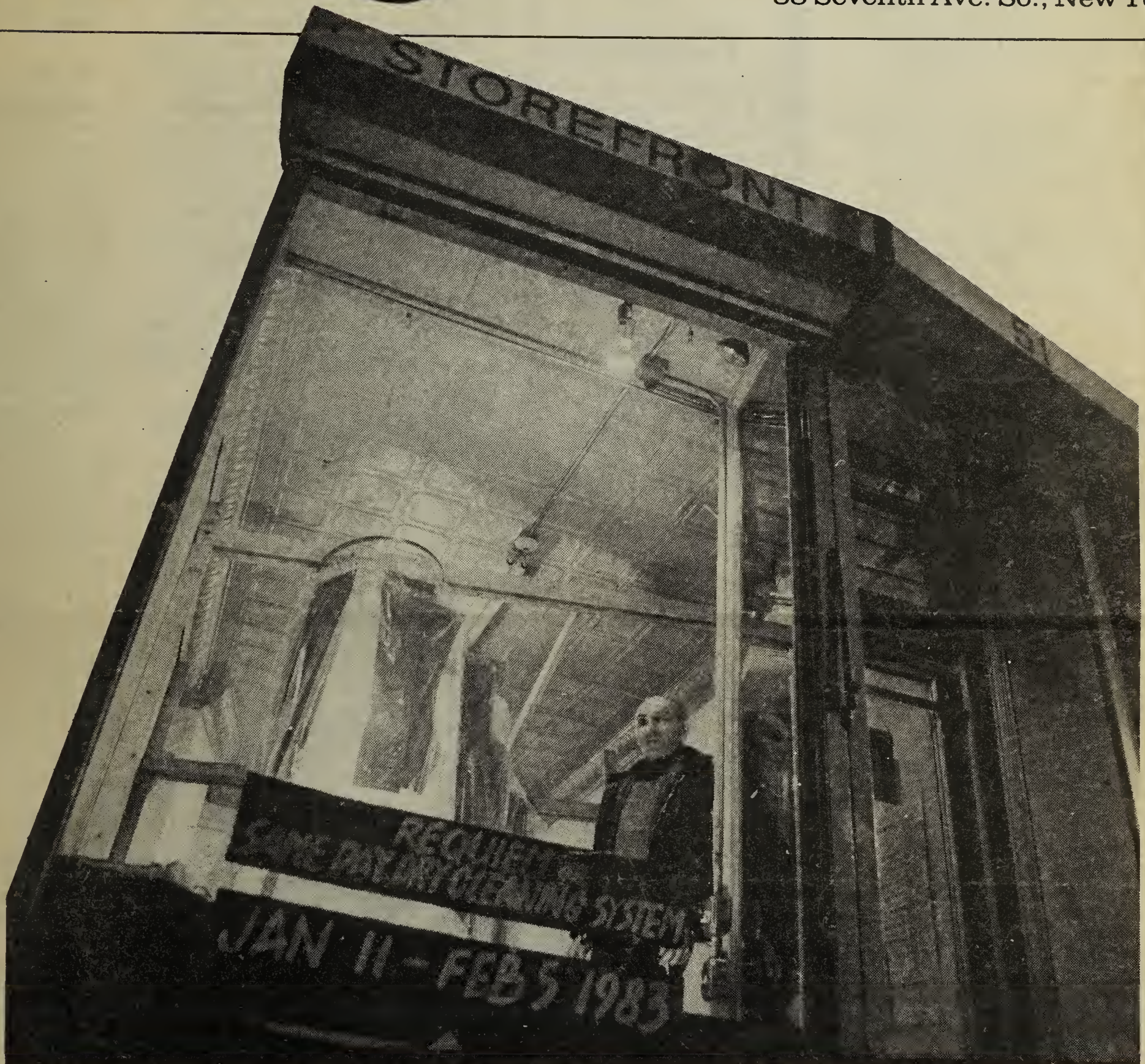






# Coming

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## *History Condensed to a 24-Hour Service on Display*

Art is for the most part for display. But the Storefront for art and architecture takes the meaning of display and art to a new level by utilizing a storefront at 51 Prince St as the "intermediating picture plane between external and internal, in exchange of the traditional plane of 'framed' art." This enables the art to interact more directly with everyday urban environment around it.

Sounds intriguing and more intriguing still is the description of the latest installation to appear in the Storefront called "Requiem or Same Day Dry-Cleaning System."

"Requiem," by Abram Niteberg, Jum Renveln and Alex Rudansky, consists of a dry-cleaner style revolving conveyor belt on which hangs the blue jeans of famous and infamous throughout history, revolving as history itself revolves. "Requiem" can be seen as a metaphor for the cyclical nature of history condensed to a convenient 24-hour service.

The conveyor system itself is composed of structures "reminiscent of a primitive industrial age," symbolizing the "servitude of mass humanity."

So if you're looking for an unusual art experience, or perhaps just looking to get your jeans cleaned, you might stumble on the Storefront for Art and Architecture's 24-hour martinizing of the masses.

*The installation was created by a Russian-born artist in collaboration with a painter, film director and architect, and will be on display through February 5 at 51 Pince St. Gallery hours are Wednesday through Sunday 1-7pm. For more information call 431-5795.*



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